

**2011-12 Approved
Maintenance and Management
BID Budgets
&
Program of Work**

**Downtown Lincoln Association
July 2011**

**DOWNTOWN LINCOLN ASSOCIATION
BUDGET ASSUMPTIONS
PROPOSED FOR 2011-2012
MAINTENANCE BID**

Income

1. Proposed 3% reduction in the City contribution.
2. Proposed 3% reduction in City of Lincoln Tree Replacement Plantings Funding.
3. Proposed 0% increase in property owner assessments.

Expenses

4. Salaries based on 0% increase.
5. \$4,500 reduction in holiday installation and maintenance.
6. Maintaining funds for repairs/supplies to keep up with maintenance, safety, and equipment.

**Downtown Lincoln Association
Maintenance BID Budget
September 1, 2011 - August 31, 2012**

Category	2010-11 Approved	2011-12 Proposed
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INCOME

Property Owner Assessment*	219,980	219,980
City of Lincoln Maintenance Contribution (97%)	216,683	210,183
City of Lincoln MIRF/Tree Replacement (97%)	48,825	47,360
City of Lincoln/Holiday Lighting	0	0
GSA Contract	8,454	8,454
StarTran Bus Stop Service Agreement	2,708	2,708
Parking Garage Landscape Service Agreement	16,248	16,248
LHDC Farmers' Market Service Agreement	6,130	6,130
Interest Income	100	100
Total Maintenance BID Income	\$519,128	\$511,163

EXPENSES

Personnel Salaries	290,628	287,908
Benefits (includes payroll taxes & work comp)	93,869	88,197
Uniforms	500	500
Federal/PO/LHA Share Special Assessments**	11,658	11,658
Holiday Installation, Repair & Maintenance	9,000	4,500
Insurance	8,500	7,500
Administrative Costs to DLA	20,000	20,000
Professional Fees	500	500
Professional Development	1,200	1,200
Landfill/Refuse	4,900	6,300
Rent	17,548	18,075
Utilities	10,000	12,000
Repairs/Supplies	20,000	22,000
Replacement Plantings	30,825	30,825
Total Maintenance BID Expense	\$519,128	\$511,163

Fiscal Year 2011-2012 - Estimate (decrease)

*Property Owner Assessment = 60680.02441 front ft @ 3.62529999 = \$219,983.30

**Federal/PO/LHA properties = 3213.97 front ft. @ 3.6272193 = \$11,657.77

Fiscal Year 2010-2011 - Actual (0% increase)

*Property Owner Assessment = 60647.98568 front ft @ 3.6272193 = \$219,983.54

**Federal/PO/LHA properties = 3213.97 front ft. @ 3.6272193 = \$11,657.77

Fiscal Year 2009-2010 - Actual (0% increase)

*Property Owner Assessment = 60680.02441 front ft @ 3.6250999972193 = \$219,983.54

**Federal/PO/LHA properties = 3213.97 front ft. @ 3.6272193 = \$11,657.77

06/21/11

**DOWNTOWN LINCOLN ASSOCIATION
BUDGET ASSUMPTIONS
PROPOSED FOR 2011-2012
MANAGEMENT BID**

1. Proposed \$533,079 total budget represents a 0% increase from 2010-11.
This reflects a proposed 0% increase in ratepayer revenue.
2. Employee health insurance has been based on 2009-10 actual expense and 2010-11 estimates of 25% increase. (The employee health insurance contract is renewed mid-year).
3. Salaries are based on a 0% increase.

DOWNTOWN LINCOLN ASSOCIATION

MANAGEMENT BID BUDGET

September 1, 2011 - August 31, 2012

CATEGORY	2010-11 Approved	2011-12 Proposed	Support Percent
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INCOME

Property Owner Assessment-Downtown BID	306,115	306,115
Property Owner Assessment-Core Overlay BID	171,084	171,084
Transfer from Maintenance	20,000	20,000
Nonprofit Contributions	35,840	35,840
Interest Income	40	40
TOTAL MANAGEMENT BID INCOME	\$ 533,079	\$ 533,079

EXPENSES

DOWNTOWN BID ACTIVITIES & IMPROVEMENTS

ECONOMIC DEVELOPMENT

Personnel		
President (25%)	26,710	27,663
Marketing Director (35% of 50% paid by BID)	16,898	9,886
Marketing Manager (35%)	0	9,762
Interns (50%)	17,147	8,004
Runner (25%)	2,265	2,230
Total Personnel	\$ 63,020	\$ 57,545
Activities/Products		
Investor/Consumer Marketing	35,723	35,723
Benchmarking	1,000	1,000
LPED Annual Dues	2,750	2,750
Retail Support	4,000	4,000
Downtown Master Plan	3,000	0
Civic Plaza	0	3,000
BID Evaluation	1,000	1,000
Total Activities/Products	47,473	47,473
TOTAL ECONOMIC DEVELOPMENT	\$ 110,493	\$ 105,018

COMMUNICATIONS & ADVOCACY

Personnel		
President (20%)	21,368	22,130
Marketing Director (35% of 50% paid by BID))	16,898	9,886
Marketing Manager (35%)	0	9,762
Executive Assistant (50% of 98.5% paid by BID)	22,035	15,019
Interns (20%)	6,859	3,201
Runner (25%)	2,265	2,230
Total Personnel	\$ 69,425	\$ 62,228
Activities/Products		
BID Newsletter	500	500
Business Directory and Map	9,251	9,251
Annual Meeting/Annual Report	4,000	4,000
Downtown Website	2,000	2,000
Downtown Master Plan	1,800	0
Civic Plaza	0	1,800
BID Evaluation	1,000	1,000
Total Activities/Products	\$ 18,551	\$ 18,551
TOTAL COMMUNICATIONS & ADVOCACY	\$ 87,976	\$ 80,779

CATEGORY	2010-11 Approved	2011-12 Proposed	Support Percent
PARKING & TRANSPORTATION INITIATIVES			
Personnel			
President (20%)	21,368	22,130	
Marketing Director (20% of 50% paid by BID))	9,656	5,649	
Marketing Manager (20%)	0	5,579	
Interns (15%)	5,144	2,401	
Runner (25%)	2,265	2,230	
Total Personnel	\$ 38,433	\$ 37,989	
Activities/Products			
Special Parking and Transportation Projects	8,176	8,176	
Downtown Master Plan	8,000	0	
Civic Plaza	0	8,000	
BID Evaluation	0	0	
Total Activities/Products	\$ 16,176	\$ 16,176	
TOTAL PARKING & TRANSPORTATION INITIATIVES	\$ 54,609	\$ 54,165	
<u>TOTAL DOWNTOWN BID ACTIVITIES & IMPROVEMENTS</u>	\$253,078	\$239,962	68%

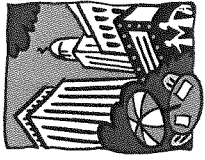
CORE - ACTIVITIES & IMPROVEMENTS			
CORE AREA IMPROVEMENTS & PROMOTIONS			
Personnel			
President (25%)	26,710	27,663	
Marketing Director (10% of 50% paid by BID))	4,828	2,825	
Marketing Manager (10%)	0	2,789	
Executive Assistant (25% of 98.5% paid by BID)	11,018	7,509	
Interns (15%)	5,144	2,401	
Runner (25%)	2,265	2,230	
Total Personnel	\$ 49,965	\$ 45,417	
Activities/Products			
Visitor Attractions/Promotions	7,000	7,000	
Holiday Displays & Lights	21,500	21,500	
Replace Street Furniture	10,500	10,500	
Retail Support	1,710	1,710	
Downtown Master Plan	2,200	0	
Civic Plaza	0	2,200	
BID Evaluation	800	800	
Events Management Corp.	15,500	15,500	
Public Spaces Entertainment/Events	6,402	6,402	
	\$ 65,612	\$ 65,612	
<u>TOTAL CORE AREA IMPROVEMENTS & PROMOTIONS</u>	\$ 115,577	\$ 111,029	32%

TOTAL BUDGET BEFORE MANAGEMENT & SUPPORT	\$368,655	\$350,991
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CATEGORY	2010-11 Approved	2011-12 Proposed
MANAGEMENT & SUPPORT		
Personnel:		
President (10%)	10,684	11,065
Finance Manager (100% of 89% paid by BID)	38,141	58,402
Executive Assistant (25% of 98.5% paid by BID)	11,018	7,509
Total Personnel	\$ 59,843	\$ 76,976
Fixed Costs:		
BID Interest/Admin. Costs	16,000	16,000
Rent	29,108	28,800
Corporate Insurance	7,385	9,000
Corporate Taxes/Licenses	100	100
Total Fixed Costs	\$ 52,593	\$ 53,900
Administration:		
Telephone & Utilities	5,700	6,600
Office Supplies	3,088	2,912
Postage	1,200	1,000
Copies	5,200	4,000
Dues/Subscriptions	1,800	1,800
Professional Development	10,000	10,000
Meeting Expense	2,500	2,300
Repairs & Maintenance	6,500	6,400
Furniture, Fixtures, & Equipment Lease	5,000	5,200
Furniture, Fixtures, & Equipment Purchase	2,000	2,000
Professional, Accounting, & Legal	9,000	9,000
Total Administration	\$ 51,988	\$ 51,212
TOTAL MANAGEMENT & SUPPORT	\$ 164,424	\$ 182,088

TOTAL BID BUDGET EXPENSES:		
DOWNTOWN, CORE AND MANAGEMENT	\$ 533,079	\$ 533,079

05/23/11



Downtown
Lincoln
ASSOCIATION




Strategic Plan | 2011-2015

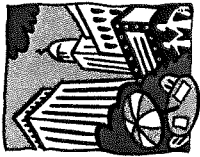
MISSION STATEMENT:

“The Downtown Lincoln Association provides services and champions initiatives for maintaining and enhancing our vibrant downtown.”

OUR VISION:

“Create an energetic downtown environment where we live, learn, work, invest and play.”

Objectives	Strive to exceed the expectations of downtown Lincoln patrons.	Seek opportunities to nurture new and energetic downtown initiatives.	Build and sustain a dynamic downtown that serves as a catalyst for long-term regional development
Timeline	 Today	 Tomorrow	 Future
Strategies	<ul style="list-style-type: none">◆ Address the transportation needs relating to downtown.◆ Ensure a clean, safe and inviting downtown.◆ Strengthen existing and future downtown establishments.◆ Enhance communication with downtown constituents.◆ Strengthen downtown's position as Lincoln's “event and entertainment center.”	<ul style="list-style-type: none">◆ Encourage new retail development.◆ Evaluate opportunities to increase residential development.◆ Evaluate opportunities to increase commercial development.◆ Develop marketing initiatives to support existing and new businesses.◆ Contingency Plan for current and upcoming economic factors.	<ul style="list-style-type: none">◆ Support new development initiatives such as the 2015 Vision projects.◆ Evaluate opportunities to better integrate the Central Business District with Haymarket and Antelope Valley.◆ Review long-term need and funding sources for enhancing downtown's infrastructure.◆ Ensure DLA's actions are consistent with and supportive of the short and long-term objectives of the Downtown Master Plan.



Strategic Plan | 2011-2015

strategies	Integrate CBD with Haymarket & Antelope Valley	Ensure a clean, safe & inviting downtown	Address transportation needs for downtown	Marketing	Retail
Tactics	<ul style="list-style-type: none"> ✓ Contact Dan Marvin to explore concept. ✓ Contact Kent Seacrest to explore legal steps to expand/create BID(s). ◆ Contact City Officials. ◆ Explore the management, legal and budget-related issues involved in the redefining of BID Boundaries. ◆ Research IDA and other downtown associations on steps to integrate adjoining areas with the core downtown. 	<ul style="list-style-type: none"> ✓ Support Ambassador program proposal to City of Lincoln Officials. ◆ Contact LPD to set up LPD/DLA discussion meetings. ◆ Explore creation of Entertainment district. ◆ Meet with Jim Portas, Parks & Rec, to discuss bike rider issues and potential street alternatives. ◆ Provide education or fact sheet to the membership regarding panhandling and homeless interactions. ◆ Provide information to membership regarding graffiti removal and associated regulations. ◆ Identify resources and prioritize gum removal from high deposit areas. 	<ul style="list-style-type: none"> ✓ Support new initiative to use parking as an economic development tool. ✓ Stay involved with new proposed parking meters. ◆ Discuss ways to ensure best use and timeliness for two new downtown garages. ◆ Revisit trolley or streetcar option to minimize traffic issues throughout various parts of downtown. ◆ Revisit bike lane issues. See how to expand in the future. ◆ Ensure that Bus service is maintained and new venues are properly served. ◆ Stay involved with any discussions surrounding changing one way or two way streets. ◆ Ensure wayfinding study gives downtown uniform signage. 	<ul style="list-style-type: none"> ✓ Get a Yes vote on the West Haymarket Arena Issue. ✓ Expand and deliver enhanced social media options. ◆ Enhance communications with downtown constituents. ◆ Promote website and other communications that keep people involved with downtown Lincoln. ◆ Promote Downtown Civic Ventures and the Retail Support Program. ◆ Promote Gift Card program. ◆ Create visitor marketing package for downtown events and conventions. 	<ul style="list-style-type: none"> ✓ Conduct a retail open house meeting with restaurant & retail owners & managers. ✓ Examine and design an updated visitor guide for downtown Lincoln. ✓ Create an online engagement group for retail owners. ✓ Create a downtown retail discount package. ◆ Explore ways to leverage downtown events to benefit downtown retail venues. ◆ Look into the addition of a collaborated sidewalk sale. ◆ Explore ways to enhance and fund retail facades & signage. ◆ Implement Gift Card program. ◆ Support Downtown Civic Ventures and other retail initiatives.

**DOWNTOWN LINCOLN ASSOCIATION PROPOSED ANNUAL PROGRAM OF WORK
SEPTEMBER 2011 – AUGUST 2012**

DOWNTOWN BID PROGRAM PRIORITIES WITH BUDGET REQUIREMENTS

ECONOMIC DEVELOPMENT

1. Continue investor marketing to developers, real estate brokers, prospective tenants and building owners.
2. Continue general consumer advertising to support and promote downtown.
3. Continue a "benchmarking" system to track progress in downtown development.
4. Pay annual membership dues to the Lincoln Partnership for Economic Development.
5. Implement Retail support program through Downtown Civic Ventures.

Total Economic Development (includes staffing) \$105,018

COMMUNICATIONS AND ADVOCACY

1. Publish "Downtown Connection" monthly newsletter.
2. Introduce and update, maintain and continue to enhance DLA web page and coordinate with Haymarket website.
3. Publish and disseminate Annual Report and Downtown Growth Report in conjunction with annual meeting.
4. Publish and distribute a Downtown Visitors Guide and a Dining, Shopping and Parking Guide.

Total Communications/Advocacy (includes staffing) \$80,779

PARKING AND TRANSPORTATION INITIATIVES

1. Continue efforts to support consolidation of parking services within Urban Development with a goal of ensuring a cost-effective, customer-oriented and coordinated approach to downtown parking.
2. Increase awareness of downtown parking programs and options for part-time workers.
3. Provide a parking information database through DLA web page.
4. Conduct issue research and education on parking and transportation needs, trends and options.

Total Parking Budget (includes staffing) \$54,165

TOTAL DOWNTOWN BID **\$239,962**

CORE OVERLAY BID PROGRAM PRIORITIES/BUDGET REQUIREMENTS

1. Support efforts to bring additional visitors, meetings and conferences to downtown hotels and businesses.
2. Replace worn holiday lights and provide funding for installation of holiday displays.
3. Replace outdated benches and trash receptacles in conjunction with redevelopment and streetscape projects.
4. Provide support to downtown Events Management Corporation/GOLincolnGO.
5. Continue to organize and provide funding for downtown public space entertainment events, including Downtown Performance Series and Midweek Farmers' Market.
6. Implement Retail support program through Downtown Civic Ventures.

Total Core Overlay Budget (includes staffing) \$111,029

Total Management and Support \$182,088

TOTAL BID BUDGET: DOWNTOWN, CORE AND MANAGEMENT **\$533,079**

2011-2012 PRIORITIES WITHOUT SEPARATE BUDGET REQUIREMENTS

1. Partner with City, Chamber, LPED, UNL and other stakeholders to implement priority projects in the Downtown Master Plan and Vision 2015 Pillars.
2. In conjunction with Downtown Master Plan, support The Catalyst 1 redevelopment project, including in the design and construction of next downtown parking garage, ensuring that development potential of the structure and on adjacent parcels is maximized.
3. Facilitate improved utilization of existing parking supply, especially privately owned lots and structures.
4. Continue outreach, communication and accountability to downtown business and property owners through periodic meetings, distribution of "benchmarking" data and questionnaires soliciting feedback on services, issues and concerns.
5. Support efforts to address barriers to development in downtown and in older commercial areas of the city.
6. Continue implementation of 1998 Downtown Tree Replacement Master Plan.
7. Continue to emphasize positive working relationships with all community organizations, including the Downtown Neighborhood Association, Realtors Association of Lincoln, city, county and state governments, the Lincoln Haymarket Development Corporation, University of Nebraska-Lincoln, Lincoln Independent Business Association, Lincoln Chamber of Commerce, Lincoln Partnership for Economic Development, NeighborWorks Lincoln, University of Nebraska Technology Development Center, Vision 2015 and local media.
8. Continue active involvement in city-wide initiatives which significantly impact downtown Lincoln.